HERE IT IS!

PHILIP MORRIS KING-SIZE

...the only leading King-Size cigarette made an exclusively different way to avoid the main cause of irritation!

NOW! PHILIP MORRIS is available in the new KING-SIZE and the famous Regular Size.

Remember, in case after case, coughs due to smoking disappear . . . parched throat clears up . . . that stale, "smoked-out" feeling vanishes!

Take your choice but make your choice **PHILIP MORRIS** KING-SIZE or REGULAR!

Try KING-SIZE or REGULAR

YOU'LL FEEL BETTER

smoking PHILIP MORRIS

CALL FOR PHILIP MORRIS

2641M

Ad No. 218 (4½ x 6)
Tobacco Trade, February, 1953

2061193756

Source: https://www.industrydocuments.ucsf.edu/docs/xshx0001

2061193756